



INTERNATIONAL
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CSG Releases Survey Results on Supporting Today's Digital Lifestyle

New Research Reveals that Portability, Partnerships, and Profits Are Top-of-Mind for Communications Service Providers

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International, Inc. \(NASDAQ: CSGS\)](#), a global provider of interactive transaction-driven solutions and services, today released results of its new survey, "[Supporting Today's Digital Lifestyle](#)," that explores the opportunities and concerns cable and telecom operators face as the digital lifestyle evolves.

The CSG survey polled decision makers at the top 100 communication service providers (CSPs) in North America to determine the extent to which CSPs have transformed their operations and business models to become digital service providers (DSPs). The survey revealed three key factors that will enable CSPs to successfully deliver and grow revenue from providing digital lifestyle services: enabling content portability, settling charges and revenues among complex partner ecosystems, and driving revenue through cloud- or machine-to-machine-based services. Key results include:

- 31% of telecommunications organizations and 44% of cable organizations said enabling content portability was key to becoming a provider of digital lifestyle services, but many of them also felt the components of that portability—personalization, device authentication, and multidevice access to content from a single account—posed serious challenges regarding the ability to drive profit from digital content
- 62% saw growth in digital content delivery coming from business services, such as cloud-based or machine-to-machine-based services
- 66% estimated a 50% or more increase in the number of content partners that require revenue settlement capabilities over the next three years, and 39% cite the ability to settle those revenues and charges as a primary hurdle to clear in order to achieve successful and profitable digital content delivery
- 54% note the importance of managing network traffic sources in real-time as a top capability needed in their revenue management system, followed by multichannel sales support

"Service providers of all stripes are in the midst of monumental business transformation to ensure their networks, billing, and operational systems can keep pace with changing—and growing—consumer demand," said [Chad Dunavant](#), vice president of product management, at CSG. "The increased need for portable video content, apps, music, and more across a wide range of devices means the deployment of high quality systems to support the customer experience, revenue generation, and partner management is key to profiting from today's digital lifestyle."

In other words, a CSP's choice of vendors and partners forms another critical component of their long-term strategy. The ability of billing infrastructure to support real-time, digital transactions goes hand-in-hand with settling revenues and charges in the complex partner ecosystem and profiting from the delivery of both content and business services. . With the right systems in place, CSPs can acquire the ability to launch and support new products quickly, support innovative business models, and tap multiple sales channels to become successful digital service providers.

The full survey and key findings are available at <http://info.csqi.com/DigitalLifestyleSurveySummary>.

About CSG International

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile, and next-generation networks such as AT&T, Comcast, DISH, Orange, Reliance, SingTel Optus, Telecom New Zealand, Telefonica, Time Warner Cable, T-Mobile, Verizon, Vivo, and Vodafone. With more than 30 years of experience and expertise in voice, video, data, and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at www.csqi.com.

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